

Draft Response to Richard Jebejian May 31, 2018 Email

On behalf of the Melrose BID Board of Directors, an organized group of 7 currently successful property and business owners...

It has been reported to you on numerous occasions in response to your comments to the Board, that the BID has prepared and properly submitted language to enhance real estate utilization on the street and it has been accepted by the City staff for inclusion in the soon-to-be-vetted Hollywood Specific Plan Update². The City Council Office has supported the BID's recommendations. The language will implement a number of elements of the Melrose Future Vision Strategic Action Plan for revitalizing Melrose that was prepared at the Board's direction using BID funding after an extensive and comprehensive public process, including necessary community out-reach and focused professional planning and engineering work was completed to update Melrose' outdated zoning and planning regulations. Specific areas addressed include parking, land use, height, and other items. This proposed language will assist in installing pedestrian-oriented improvements on Melrose in the future, for which, you also know, the BID has been awarded a \$4 Million MTA grant. That is the first significant capital improvement money to be brought to Melrose business district ever!

We have intended to be respectful of your history and past. At the same time we need to say that mass email is not a constructive or effective manner for working together on such community improvement projects. We again invite you to attend and participate in the Melrose BID Board's regular public meetings.

Thank you for your interest.